Bus. Adm.

Already Bound - to be inserted

Index of Feature Articles in "Sales Management" and Advertisers' Weekly

Volume XIV (January 7, 1928, to June 30, 1928)

ADVERTISING—GENERAL

Page

If I Had $25,000 to Spend for Advertising in 1928.. 15
By Charles Austin Bates

How to Make a Second Color Pay a Profit..... 18
Second of a new series of articles

Form of Advertising Which Should Be Discouraged (*Editorial*) 76

Advertising Men Take Issue with Mr. Bates..... 78

Sales Managing an Entire Community..... 106
By Eugene Whitmore

Kellogg Finds a New Role for Will Rogers..... 150

One Thing That Will Put the Salesman Over in 1928 (*Editorial*) 162

Mr. Bates Hits Back at His Critics..... 199
By Charles Austin Bates

Halitosis Totters on Its Last Legs as Listerine Launches New Campaign..... 215
By Allan R. Barkley

How Much Color?..... 219
Third article of a series on color in selling

When the Youngsters Ask About Your Product..... 236

Direct Mail and Business Papers Put Condulets Over with a Bang..... 297

Homely Old Stepladder Gets a Package and a Brand Name 304
By Bruce Crowell

Trade-Marked Lumber (*Editorial*)..... 336

Advertising Men Who Let Higher-Ups Meddle with Their Copy 369
By Mac Harlan

Why Keep on Advertising?..... 373
By E. E. Troxell

We Got 909 New Accounts for Our $25,000..... 374
By H. D. Erk, Sales Promotion Manager, Lape & Adler Company

When the Industrial Advertising Campaign "Sees Red" 389
Fourth article of a series on color in selling

Advertising on the Balance Sheet (*Editorial*)..... 420

Tempting Sales Story for the Plain Jane Product.... 443
By C. W. Kirsch, President, Kirsch Manufacturing Company

When the Sales Manager Uses Models..... 447
By Elliot E. Colwell

New England States Plan Cooperative Projects..... 488

Where to Get the Money to Advertise (*Editorial*).. 498

Refixturing Campaign Features Cooperative Advertising 499

1900 Model Advertising and 1928 Sales Needs..... 523
By Charles Austin Bates

Copy Trends for 1928..... 527

Advertising and Allied Associations Mark 1927 as Year of Progress..... 531

Investigation Shows Many Products to Be Under-Advertised and Haphazardly Sold..... 540
By Eugene Whitmore and Donald West

Market Research and Analysis Section of the 1928 Reference Number of SALES MANAGEMENT....3-580

Can Advertising Shoulder More of the Sales Burden? 577
By Eugene Whitmore

Signs That Sell in the Night..... 586

Pseudo-Selling in Science..... 587
By Allan R. Barkley

How Many Men Open Their Own Mail?..... 589

Listeners to Second Dodge Broadcast Estimated at 20,000,000 591

Page

Tag-End of the Sale..... 597

88-Year-Old Company Opens First Advertising Campaign 634

Why Eastman Maintains Leadership (*Editorial*)..... 650

Willy-Nilly Advertising 673
By Charles Austin Bates

Fitting the Color Process to the Sales Problem..... 699
Fifth article of a series on color in selling

Peek-a-Boo Boxes with a Sales Pull..... 702

"What About Advertising?" Rings the Bell, Says Reviewer 718

Advertising Men Who Despoil Advertising (*Editorial*) 730

Salesmen Who Had Faith in Advertising..... 754
By Forrest Crissey

Need Industrial Advertising Wear a Long Face?.... 760
By Herbert Kerkow

Traffic Maps for Outdoor Paint..... 761
By John L. Scott

Heavier Advertising Schedules Booked for Remainder of Year 775

What a New Package Did for Hydrox..... 782

Dr. Morris Fishbein Calls Mr. Allan Barkley a Short and Vulgar Name 786

Cutting Sampling Costs..... 794
By John Garth

Radio Advertising of the Future (*Editorial*)..... 826

Lorillard Goads Big Three in Cigarette Field..... 856

European Advertising Still in "Sunny Jim" Stages... 861

Department of Commerce to Offer Seasonal Color Plan 870
By Waldon Fawcett

Trapper Evans Puts New Kick in Keds Advertising. 921

Bank Advertising Outgrows the Financial Pages.... 922
By H. C. North

Advertising When Business Is Slow (*Editorial*)..... 942

Colgate's Aged-in-the-Wood Premium Plan..... 969
As told to Frank H. Waggoner by Russell Colgate, Treasurer, Colgate & Company

How the Canners Tackled the Price Problem..... 971
By Dwight E. Libbey

Can We Eliminate the Waste in Advertising?..... 981

More Advertising, Less "Publicity" (*Editorial*).....1014

Tailoring Color to Fit the Appropriation..... 1047

Qualitative Analysis of Media..... 1067

Advertising in Season (*Editorial*)..... 1074

Why Investment Trusts Need More Advertising.....1111
By H. C. North

News of the New Uses of Banks (*Editorial*).....1142

Limited Production as a Selling Feature.....1163

Ochs as a Merchandiser of Unadorned News.....1174
By Henry J. Wright

How the Candidates Will Advertise this Year.....1176
By Waldon Fawcett

ADVERTISING—MAIL

Creative Copy Fills Empty Cabins..... 203
By R. P. Staunton

—and He Sold More Coal in Summer than in Winter! 211

Direct Mail and Business Papers Put Condulets Over with a Bang..... 297

We Got 909 New Accounts for Our $25,000..... 374
By H. D. Erk, Sales Promotion Manager, Lape & Company

This Mail Order Service Paid for Itself in Six Mailings 457
By Allan R. Barkley

Page

How Boyd-Welsh Taught Retail Clerks to Sell Shoes.. 463
By Ruel McDaniel

How Many Men Open Their Own Mail?..... 589

ADVERTISING AGENCY RELATIONS

Advertising Agencies Who Don't Advertise (*Editorial*) 254

1900 Model Advertising and 1928 Sales Needs..... 523
By Charles Austin Bates

Are You Stifling Your Advertising Agent's Ability?.. 679
By Wilbur N. Van Sant

How an Advertising Agent Is Studying Sales Problems 1040
By D. G. Baird

Sales Manager's Reaction to Agency Solicitors.....1169

Why Agencies Lose Accounts (*Editorial*).....1192

CATALOGS AND PRICE LISTS

How Victor Solved Its Catalog Problem..... 109
By Roy W. Johnson

This Manufacturer Fights the Catalog Houses with Catalogs 367
By Allan R. Barkley

Catalogs that Help Dealers Increase Turnover..... 377
By Roy W. Johnson

Cutting Catalog Costs.....1049
By A. T. Hugg, Advertising Manager, Detroit Steel Products Company

COLLECTIONS AND CREDIT

Pound Foolish Credit Policies (*Editorial*)..... 254

COMPENSATION METHODS

Plan that Automatically Weeds Out the Weak Sisters 41
By Ruel McDaniel

Compensation Plan that Gives Consideration to Quality Sales 363
By Clinton A. Down

Why I Stopped Hiring Men on Straight Commission 868
By a Chicago Sales Manager

Earnings Study Shows Cost of Salesmen Turnover..1045

CONTESTS AND QUOTAS

National Cash Salesmen Welcome President Home with Orders 57

346 New Accounts and a Lot of Fun..... 193
By Bruce Crowell

Ninety in the Shade—But Sales Doubled..... 695
By George H. Pelton

Sales Contest Plan to Dramatize the "Presidential Year" Delusion 791

200 Loose-Wiles Salesmen Break Par in New Account Contest 819

Vanity and Sales Quotas (*Editorial*)..... 890

CONVENTIONS AND SALES MEETINGS

Footlights and Grease Paint to Jazz up the Sales Appeal 465
By Walter F. Wyman, General Sales Manager, The Carter's Ink Company

Why the Imperial Sales Convention Clicked..... 973
By Mandus E. Bridston

DEALER RELATIONS

Kind of Help the Small Independent Retailer Wants (*Editorial*) 162

Stepping Up the Unit of Sale..... 191
As told to A. R. Hahn by Harry J. Strong, Secretary, The TrimPak Corporation

How Coca-Cola Eliminates Waste in Store and Window Advertising 201
By John L. Scott

Page

Kind of Copy Retailers Want—Or the Kind Manufacturers Want Them to Have..... 301
By H. G. Davis, The Kroehler Company

Tempting Sales Story for the Plain Jane Product... 443
By C. W. Kirsch, President, Kirsch Manufacturing Co.

Helping Hand for the Independent Retail Dealer.. 459
By E. E. Troxell

How Boyd-Welsh Taught Retail Clerks to Sell Shoes 463
By Ruel McDaniel

Soft Focus for the Manufacturer in a Dealer Service Campaign 583
By John L. Scott

How Mule-Hide Builds Better Dealers..... 676
By A. R. Hahn

When Turnover Lags..... 683
By Bruce Crowell

What One Neighborhood Druggist Thinks of Dealer Helps 707
By Joseph T. Kleiner

Dartnell Investigator Finds Dealers Finicky About Store Displays 767
By Donald E. West

Dealers Voice Demand for New Type of Sales Helps 865
By Donald E. West

Kind of Salesmen Retail Dealers Welcome..... 923
By Donald E. West

Klein Brothers Get Dealer Help by Earning It....1043
By H. C. North

Dealer Cooperation and Advertising (*Editorial*)....1142

Dealer Suggestion System Increases Average Sale..1167
By James M. Mosely

DEVELOPING SALESMEN AND EXECUTIVES

How We Develop Resourcefulness in Our Salesmen 21
By C. U. Williams, President, Williams Oil-O-Matic Heating Corporation

Salesman Who Insists on Selling a Service as an "Intangible" 115
By Ernest E. Baird, Vice-President, The Commerce Clearing House

One Thing that Will Put the Salesman Over in 1928 (*Editorial*) 162

DISTRIBUTION METHODS

Dartnell Check-up on Distribution of Advertised Products 49
Third article on Hutchinson, Kansas

Dartnell Check-up on Distribution of Advertised Products 145
First article on Peterborough, Ontario, Canada

Dartnell Check-up on Distribution of Advertised Products 225
Second article on Peterborough, Ontario, Canada

Dartnell Check-up on Distribution of Advertised Products 315
Third article on Peterborough and the last of a series

Investigation Shows Many Products to Be Under-Advertised and Haphazardly Sold..... 540
By Eugene Whitmore and Donald West

Direct to Trade Policy Brings Blatz Back to Profits 585
An interview with M. S. Metzler, Sales Manager, The Val Blatz Brewing Co.

Hoover and Distribution (*Editorial*)..... 826

Distribution Census Provides Facts on Wholesale Volume 1037
By Henry J. Wright

FOREIGN TRADE

My Impression of Mexican Trade Opportunities... 23
By Wade H. Lewis, Vice-President, San Antonio Drug Company

Page

How Foreign Sales Follow Investment Dollars..... 25
By E. E. Troxell

Some Simple Rules for Starting in Exporting..... 771
By C. M. Peter, Export Manager, The Black & Decker Manufacturing Company

Salesmen Discard Seven League Boots; Now Sell Overseas by Phone..... 823

European Advertising Still in "Sunny Jim" Stages.. 861

JOBBER RELATIONS

Wholesalers to Show Teeth to Chains..... 403

What the Wholesalers Need (*Editorial*)..... 498

Detroit Wholesaler Sponsors New Grocery Chain.. 855
By D. G. Baird

LEGAL

Discounts to Chain Stores (*Editorial*)..... 890

Protecting the Honest Seller (*Editorial*)..... 942

Federal Authorities Approve Double-Use Packages 996
By Waldon Fawcet

Federal Trade Commission Attacks Beverage Labels.1054

LETTERS AND CORRESPONDENCE—SALES

Shirt Sleeve Sincerity vs. Frock Coat Formality in Sales Letters 461
By G. U. Silzer, Manager, Equitable Life Insurance Company of Iowa

Little Things that Make Real Letters..... 675
By S. Roland Hall

Heart-to-Heart Letter that Asked for Inside Stuff—and Got It..... 757
By Bruce Crowell

Letters that Make Regular Buyers of New Customers 1099
By G. E. Russell, Manager, Systems Service Division, Gilman Fanfold Corporation, Ltd.

MARKETS AND MARKETING

One Place to Increase Sales This Year (*Editorial*).. 76

Campaigns that Might be Launched in Industrial Markets 112
Third article of a series by R. Bigelow Lockwood

So We Put Our Sponges in Packages and Gave Them a Name 284
By Theodore Schroeder, President, Schroeder and Tremayne, Inc.

Campaigns that Might Be Launched in Industrial Markets 291
Fourth article of a series by R. Bigelow Lockwood

"Retail Shopping Areas"..... 314
A review of J. Walter Thompson's new market book

Campaigns that Might Be Launched in Industrial Markets 452
Fifth article of a series by R. Bigelow Lockwood

Campaigns that Might Be Launched in Industrial Markets 593
Sixth article of a series by R. Bigelow Lockwood

Campaigns that Might Be Launched in Industrial Markets 762
Seventh article of a series by R. Bigelow Lockwood

Campaigns to Be Launched in Industrial Markets... 858
Eighth article of a series by R. Bigelow Lockwood

Campaigns to Be Launched in Industrial Markets... 974
Ninth article of a series by R. Bigelow Lockwood

Campaigns to Be Launched in Industrial Markets...1171
Tenth article of a series by R. Bigelow Lockwood

Page

MISCELLANEOUS

Bigger and Better Elephants..... 17
By Saunders Norvell, President, Remington Arms Company

Review of Prof. Seligman's Report on Instalment Selling 37
By Roy W. Johnson

Shall We Exchange Reports on the Men Who Buy and Sell? 48

Man Who Was Not Afraid of New Ideas..... 103
A personality sketch of Charles S. Pearce, President, The Palmolive-Peet Company, by Forrest Crissey

Buyers Who Hold Up Orders Waiting for Business to Improve 205

Questionable Questionnaires (*Editorial*)..... 254

When a Man with a Small Business Began to Think Big 281
By Forrest Crissey

Joe Rogers—Salesman of Salesmanship..... 365
By Forrest Crissey

Ten Green Salesmen Mop Up, and New York is Safe for Orange Juice 371
By Bruce Crowell

Safety Crusades Foster Good-Will Toward Automotive Industry 381

Answer to the Present Competitive Situation (*Editorial*) 420

Action Pictures to Convert the Buyer Who Is Almost Sold 451
By John L. Scott

"Why Pick on New York?" Queries Mr. Coffey..... 469

Back in 1896 Ben Affleck Got a Job Selling Cement —and He Is Still Selling It..... 579
By Forrest Crissey

How Many Men Open their Own Mail?..... 589

"University Nights" Offer Suggestion to Sales Managers' Associations 715

Salesman Who Had Faith in Advertising..... 754
By Forrest Crissey

The Real Leaders..... 867

For Greater Service (*Editorial*)..... 890

John Hertz: Salesman of Personal Service..... 919
By Forrest Crissey

Survey Shows How Films Cut Sales Cost..... 925
By George H. Pelton

Mr. Raskob's Courage (*Editorial*).....1014

How Caterpillar Tractor Salesmen Use Films.....1038

The Salesman Who Was Picked to Head a Big Bank.1101
One of a series of personality sketches by Forrest Crissey

Pay on Delivery Postage Plan to Be Ready Next Month 1119
By Waldon Fawcett

Salesmanship in Politics (*Editorial*).....1142

Ochs as a Merchandiser of Unadorned News.....1174

NEWS

Sales and Advertising Pressure Will Characterize 1928 Business 29

Southern Sales Keep Pace with Acceleration in Memphis 111

Automobile Industry Shows Nerve as Year Begins Sales Tussle 196
By Eugene Whitmore

Business Papers Publisher Wins Distinguished Service Award 375

Flight of 50-Plane Squadron Features Milwaukee-Chicago Aviation Meeting..... 632

Page

200 Attend School of Electrical Advertising 636
"Sales Management" and "Advertisers' Weekly" Merge 878

ORGANIZATION AND MANAGEMENT

What Do You Know About Your Customers?..... 279
By R. C. Hay
How Remington-Rand Handled a Merger of Seven Branch Offices 289
By John Garth
Aggravating Competitors (*Editorial*)..... 336
Fifty Questions for Sales Managers..... 753
By George Frank Lord
What Is the Matter with the Candy Business? (*Editorial*) 826
Will Mergers Reduce the Size of Sales Organizations? 915
By Eugene Whitmore
For Better Selling (*Editorial*)..... 942
Today's Problems and the Small Manufacturer.....1164
By R. C. Hay
Opportunities in Mergers (*Editorial*).....1192

PRICES

How the Canners Tackled the Price Problem..... 971
By Dwight E. Libbey
Buyers' Market and the Steel Industry (*Editorial*)..1074

RETAIL MERCHANDISING

Problem of the Independent Retailer (*Editorial*).... 76
How One Small Town Dealer Added $240,000 to His Sales 123
By J. E. Kerwin
Small Town Merchants Feel the Chain Store Lash.. 134
By a Dartnell Reporter
Chain Store Volume Will Double by 1932, Says Dale 283
A portion of an address by Edward Dale, Vice-President, Safeway Stores, Inc.
Better Retailing Demands Better Selling (*Editorial*) 498
Growing Sales Opportunity in the Small Specialty Stores 608
By John Garth
Detroit Wholesaler Sponsors New Grocery Chain.. 855
By D. G. Baird
Are Small Stores to Blame for High Sales Costs?..1093
By Henry J. Wright

SALES BULLETINS, PORTFOLIOS AND MANUALS

Third Element in Selling..... 857
By William H. Burke, Remington-Rand, Inc.

SALES CAMPAIGNS

Who Said Suburban Lots Can't Be Sold in Winter? 44
By Howard McLellan
National Cash Salesmen Welcome President Home with Orders 57
Sales Managing an Entire Community..... 106
By Eugene Whitmore
How Oh Henry! Crashed Salt Lake City..... 298
By G. E. Pelton
Gotham Hosiery Sells Three Months' Production in One Week 681
By Eugene Whitmore
Sales Drive Oversells Crop of West Coast Oysters.. 863
By Cyril M. Littlejohn
Limited Production as a Selling Feature.....1163

SALES ECONOMICS

Taxicabs Are Coming (*Editorial*)..... 336
Cutting Down the Size of Scratch Pads (*Editorial*). 420

Page

Chain Stores and Manufacturer's Profit in 1928 (*Editorial*) 650
Selective Prosperity (*Editorial*) 730
Consult the Consumer (*Editorial*).....1074
Are Small Stores to Blame for High Sales Costs?..1093
By Henry J. Wright
Added Competition Fails to Cut Chain Store Profits.1105
Best Sellers and Profits (*Editorials*).....1142

SALES MANAGERS

Sales Manager's Place in the Sun (*Editorial*)..... 162
Some Sales Managers I Have Encountered..... 685
By Paul Crissey
Two-Edged Trait in Sales Managers (*Editorial*).... 730
Fifty Questions for Sales Managers..... 753
By George Frank Lord
Babson and the Sales Managers' Club (*Editorial*).. 942
Sales Manager Who Wants to Grow.....1161
By Charles W. Hoyt
Sales Manager's Reaction to Agency Solicitors.....1169

SALES POLICY

Prohibits Sales for Sixty Days When New Stove Is Introduced 33
By Charles B. Mills
Stepping Up the Unit of Sale..... 191
As told to A. R. Hahn by Harry J. Strong, Secretary, The TrimPak Corporation
So We Put Our Sponges in Packages and Gave Them a Name 284
By Theodore Schroeder, President, Schroeder and Tremayne, Inc.
Nineteen-Year-Old Boy Builds a Four Million Dollar Business 293
By Eugene Whitmore
The Homely Old Stepladder Gets a Package and a Brand Name 304
By Bruce Crowell
This Manufacturer Fights the Catalog Houses with Catalogs 367
By Allan R. Barkley
Breaking Down a Sales Problem..... 394
By Eugene Whitmore
Tempting Sales Story for the Plain Jane Product.. 442
By C. W. Kirsch, President, Kirsch Manufacturing Company
Direct to Trade Policy Brings Blatz Back to Profits. 585
An interview with M. S. Metzler, Sales Manager, The Val Blatz Brewing Company
Reporters Prove Better Sales Sleuths Than Detectives 605
By Howard McLellan
How Many Industries Are Waiting for Leadership? 650
New Sales Policies Put This Dying Business on Its Feet 705
By D. G. Baird
What a New Package Did for Hydrox..... 782
How We Increase Sales in a Fixed Market..... 787
By Stanton Massey, H. S. Eckels & Company
What Is the Matter with the Candy Business? (*Editorial*) 826
Can Airplanes Earn Their Salt in Sales Work?..... 965
Colgate's Aged-in-the-Wood Premium Plan..... 969
As told to Frank H. Waggoner by Russell Colgate, Treasurer, Colgate & Company
Competition Under One Roof (*Editorial*).....1014
Today's Problems and the Small Manufacturer.....1164
By R. C. Hay

Page

SALES PROMOTION

Trade Promotion Department and the Salesman.... 130
By Charles W. Hoyt

Trade Promotion Department and the Salesman.... 230
Conclusion to a series of articles by Charles W. Hoyt

SALES RESEARCH—TERRITORY ANALYSIS

Why So Many Researches Suffer from Anemia..... 127
By Dr. William J. Reilly

Why So Many Business Researches Suffer from Anemia 208
Part 2 of an article by Dr. William J. Reilly

We Wiped Out Territorial Lines..... 765
By Charles R. Acker, Vice-President, Brandt Automatic Cashier Company

Dunlop Rubber Holds a Stop Watch on Sales Work 1035
By J. C. Given, Dunlop Tire & Rubber Company

SALESMANSHIP

"Put-It-Over" Olson 27
By B. J. Williams, Director of Sales, Paraffine Companies, Inc.

How Murnane Sells 7,000 Cars a Year in New York City 105
By George Willman

Salesman Who Insists on Selling a Service as an "Intangible" 115
By Ernest E. Baird, Vice-President, The Commerce Clearing House

Why I See the Purchasing Agent First..... 119
As told to D. G. Baird by Edward S. Evans, President, Evans Auto Loading Device Company

Steady Plugging Wins Over Spasmodic Brilliance.. 195
By D. G. Baird

Salesman Who Shattered a Record of Twenty-nine Years' Standing 287
By John L. Scott

Training Salesmen to Buck the "Business Conditions" Objection 306
A summary of the tactics used by seventy-five sales managers

Twenty Plans for Getting in to See the Buyer Who Is "Too Busy" 361
By John L. Scott

Job Jumping Salesmen Can't Stand the Gaff..... 395
As told to a staff writer by Ray S. Fox

Distinguished Service Buttons for Salesmen..... 399

Action Pictures to Convert the Buyer Who Is Almost Sold 451
By John L. Scott

When the Buyer Says "I'm Too Busy"..... 455
The second part of an article in SALES MANAGEMENT *for March 3*

First Woman to Win the Dartnell Award..... 476

This Hocus Pocus About the Approach..... 581
By B. J. Williams, Director of Sales, The Paraffine Companies, Inc.

Page

When the Right Answer Isn't Written Down in the Book 601
By Alfred Luse

Airplane Salesman Compares His Work with Early Automobile Selling 687
By John L. Scott

When the Prospect Says, "I Never Heard of Your Company" 691
A Symposium by Eighteen Executives

When a Salesman Is Timid About Answering a Buyer's Objections 758
By B. J. Williams, Director of Sales, The Paraffine Companies, Inc.

Salesmanship and Showmanship..... 779
By F. C. Millhoff

Kind of Salesman Retail Dealers Welcome..... 923
By Donald E. West

His Sales Totalled $1,000,000 in One Week..... 977
By Ruel McDaniel

Alibi Artists (*Editorial*).....1014

SALESMEN'S OPERATION

What Do You Know About Your Customers?..... 279
By R. C. Hay

Company Ownership of Salesmen's Automobiles Is Latest Tendency 385

Ingenious Methods for Finding New Prospects..... 473
By Harrison MacJohnston

Merit System for Salesmen X-Rays Results.....1097
By D. G. Baird

New Sales Tactics Gave Us the Jump on Competition 1107

When the Salesmen Try to Save Shoe Leather.....1115
By John Garth

SALESMEN'S SELECTION AND TRAINING

You Can't Hire Salesmen by the Yardstick Method. 445
By the Sales Manager from Missouri

Wear-Ever's Experience with College Salesmen..... 467

How American Radiator Gives Old Men New Sales Ideas 853
By R. C. Hay

Why I Stopped Hiring Men on Straight Commission. 868
By a Chicago Sales Manager

Sales Training Plan That Really Works..... 917
By Robert F. Freeman, Pacific Mutual Life Insurance Company

New Sales Tactics Gave Us the Jump on Competition 1107

TRADE-MARK AND GOOD-WILL

Publication Titles as Trade-Marks.....1013
By James Sidney Holmes

How to Avoid Duplication on Trade-Marks.....1112
By James Sidney Holmes

Measure of Postum's Good-Will (*Editorial*).....1192

Only twenty-five bound volumes of "Sales Management and Advertisers' Weekly," Volume XIV, have been produced. They will be distributed as long as they last to those who request them in the rotation in which orders are received, at the regular price of $5 each.

SALES MANAGEMENT, INC.

420 Lexington Avenue, New York City

This index does not include references to the advertising and market data section of the Annual Reference Number. An index to the material is included in the Reference Number itself and readers are referred to it for statistical data on market research, advertising appropriations, advertising agency relations, export advertising, art work and engraving, mailing list and such advertising groups as agricultural, business paper, industrial, film, outdoor, specialty, store and window, direct advertising and printed matter.